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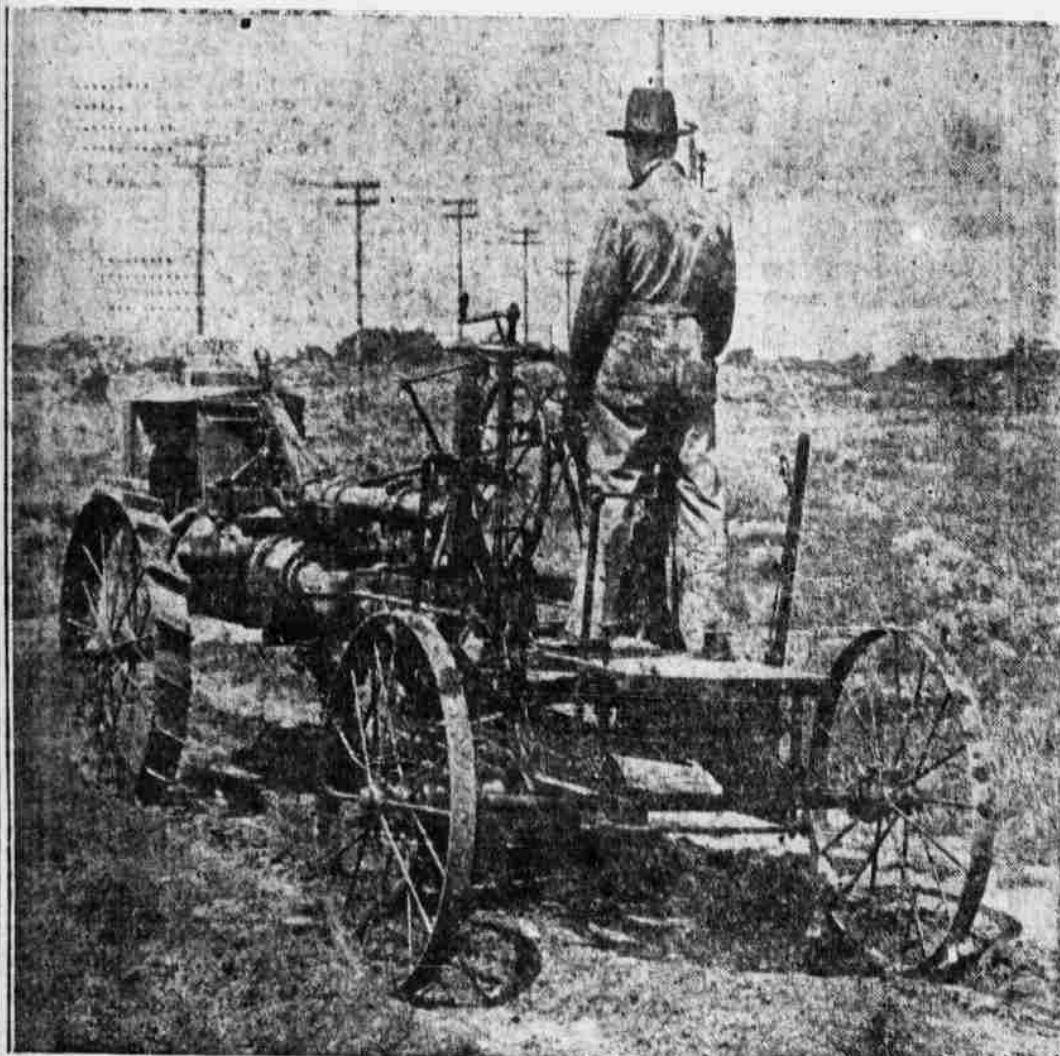
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THE NEWS SCIMITAR

To get a bunch of live stock to market quickly before a decline takes all the joy out of a season's profits will be an ever-present possibility when the Memphis Packing corporation's great packing plant and local motor express routes are in capacity operation.

Uncertain railroad transportation and car shortage have led to a marked increase in the number of fat hogs, sheep, and cattle hauled to market in motor trucks in the last year. The fat stock travel with greater economy and are not so long on the road where the truck supplies the freight train. Although the movement of live stock to market by motor usually costs more than by railroad, this extra expense is more than balanced by the quick delivery of the stock before the market has much opportunity to fluctuate. Furthermore, when the lorry is used, as a rule, hogs from a single farm are loaded in one truck, and there is less danger of the animals fighting and injuring each other in transit than when a load of mixed hogs is shipped by rail.

In investigating the extent of motor truck transportation to the Omaha live stock market, the department of agriculture found that in 1917 the movement of live stock by wagon from farms from five to 25 miles away had been fairly large. Development of better highways and more rapid means of transportation, that is, the motor truck, has greatly extended this territory and fat farm animals now are hauled by truck to South Omaha from farms at much greater distances than those formerly served by wagon. A number of commission firms cater particularly to the motor truck, and in this line of trade, their business is increasing, because many farmers are purchasing trucks for the special purpose of delivering live stock.

Motor truck companies have been formed in many towns and cities within a radius of 50 miles of Omaha to meet the demands of farmers for such service. These companies are developing not only the live stock trade, but also a "back haul" trade of groceries, merchandise and general freight such as feeds, fertilizers and farm supplies. On one winter morning between 5:30 and 8 o'clock 40 truckloads of live stock were delivered at the Omaha stock yards, and of this number 19 of the vehicles were owned by farmers.

The carrying capacity of the truck varies with the size, age, class and weight of the animals. A standard two-ton truck will carry 12 to 15 head of hogs. The floor space of the truck, when small stock, such as sheep and hogs, are transported, is of increased value by double-decking. As a rule, the motor express companies operate trucks of four or five ton capacity, while the vehicles owned by farmers usually carry one or two tons.

Figures indicate how the motor truck delivery of live stock at the South Omaha yards has increased in the last two years. In the first nine months of 1917 there were 12,229 head of the Omaha "drive in." There was an increase of 90 per cent in the same period in 1918. In 1917, 12,229 head of live stock were delivered by truck. The cattle "drive in" from July to September, inclusive, 1917, was 12,130 head, and in the same period in 1918, 17,681 cattle.

The Cincinnati, Indianapolis and Louisville markets receive a large part of their hogs directly from the farms by motor trucks. One typical double-deck truckload of live stock used at the Cincinnati stockyards in the presence of a representative of the department of agriculture, consisted of three 850-pound cattle, seven calves weighing 150 pounds each, and 11 hogs averaging 185 pounds. Another load consisted of seven 750-pound cattle while other loads were made up of from 10 to 25 hogs weighing from 175 to 225 pounds each.

At Kansas City a marked increase in the local "drive in" has resulted largely from the increased use of motor trucks. During the first eight months of 1918, 72,887 hogs were handled by motor truck and wagon. Another load consisted of seven 750-pound cattle while other loads were made up of from 10 to 25 hogs weighing from 175 to 225 pounds each.

With good permanent roads on the boom in all parts of the country, and transportation by truck more satisfactory every way, the department investigators believe that the future promises cheap and efficient marketing of stock in power vehicles. The effect of market fluctuations has been reduced to a minimum, because, in the main, only a few hours are required from the farm to the stock yard.

A special meeting of distributors of Overland cars is to be held in Toledo, O., July 29, to take up campaign questions concerning the new model 4 Overland. This conference is to be followed immediately by a session for service managers and shop foremen. The principal conference, however, is for distributing managers only. Thomas H. Smart, of the Memphis Overland company, plans to attend.

The tremendous plant of the Nash Motor company at Kenosha, Wis., is a veritable beehive these days, according to Noble Bruce, general manager of the Memphis Nash Motor company, local distributor. Mr. Bruce, always alive to questions of service, has just returned from the factory. He made the long trip in the hope of being able to satisfy his clamoring dealers, but reports that because of tremendous demands for the factory's output he met with only partial success.

F. S. Orr, of the Tri-State Motor company, distributors of Diamond T. trucks, Maxwell, King and Chalmers cars, is back from Yacon City, Miss. Fred Bauer, local U.S. battery distributor and manager of the Storage Battery and Sales company here, is busy these days showing Joseph Roth, his brother-in-law, that Memphis is a "sure-enough" city. Mr. Roth is in the government service at St. Louis. With Mrs. Roth he is guest of the Bauer residence, 1580 Foster avenue. Fred is a Kiwanian. Kiwanis means "square deal." So it may be hoped that his brother-in-law will enjoy the hospitality of Memphis for three weeks.

KEEP TIRES INFLATED EVEN IN THE SUMMER

"These hot summer days are the ones that cost motorists a lot of money," is the declaration of G. E. Brunner, manager of the Memphis branch of the Goodyear Tire and Rubber company. Akron, O.

"Most motorists have a wrong impression about the increase of air pressure in tires in warm weather," says Mr. Brunner. "The fact of the matter is quite common that oil hot days the air pressure may increase to the point of causing a blowout. There really is nothing to this belief for the heat does not come from the temperature of the air outside, but from the heat of the tire as it rolls over the road or street.

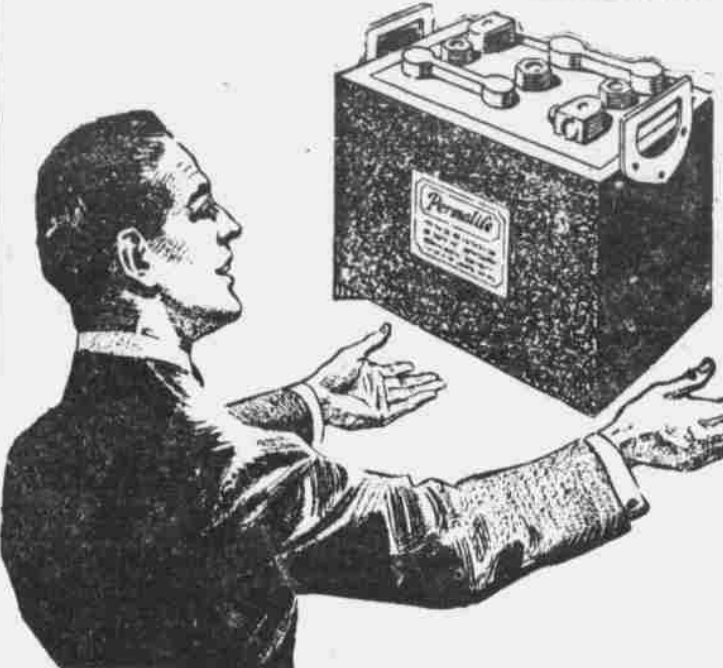
"As this heat is due to the friction of the tire, the same amount of heat is created regardless of the outside temperature. Most of the users believe that to overcome this effect the pressure must be decreased, and the common practice is to run tires at a lower pressure on hot days. But this increases the bending of the tire carcass and the tire condition actually aggravates the tire condition that he seeks to relieve when he decreases the pressure in his tires.

"It is true that on a very hot day the air pressure in tires that are used continuously increases slightly, but not enough to cause any injury to the tire. Tires are not as fragile as some persons imagine, and are able to stand these and four times the ordinary pressure used."

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F. O. B. THE FACTORY

The importance of export trade in the general business of the Harley Motor Car company, Kalamazoo, is shown by the fact that during the last few days this concern has shipped to foreign lands no less than 75 motor cars, built to special order. These automobiles were consigned to dealers in 14 cities in 11 countries beyond the confines of the United States. The "Harley" is growing in popularity, as shown by the fact that agencies in Osaka, Japan, Bombay, Calcutta, and Madras, India, Havana, Cuba; San Juan, Porto Rico; Pernambuco and Sao Paulo, Brazil; Port-au-Prince, Haiti; Copenhagen, Denmark; Athens, Greece; Lisbon, Portugal; London, England; and Sourabaya, Java, have received orders most of them have large standing orders to be filled. Mexicans have placed orders for these cars, which are to be shipped as soon as it is safe to send goods into that country.

The 200-mile national championship motorcycle race at the Ascol speedway, Los Angeles, Cal., was the most spectacular and greatest national championship ever held there. Ralph Henderson, a Harley Davidson rider, established a new world's mile track record in the distance—time 1 hour, 45 minutes, 54.5 seconds. All eight machines finishing were on Goodyear motorcycle cords.

The Jordan Motor Car company, of Cleveland, has just distributed \$25,000 in premiums to its employees. This distribution is in fulfillment of an arrangement announced by Edward S. Jordan, president of the company, on Jan. 1, in consideration of efforts to improve and increase production. All employees who have been in the Jordan service for two years or more, received a premium of 15 per cent on their previous year's compensation. They are designated as "blue ribbon" employees. Those who have served the organization one year or more but less than two, are designated as "green ribbon" employees. They earned 12 per cent. Other Jordan employees whose term of service has been less than one year are in the "white ribbon" class and received 10 per cent. That Jordan company began business less than three years ago, and a majority of its original personnel are still with the organization. The latest evidence of premiums is the latest evidence of their marked success. The company recently doubled its production and declared a stock dividend of 50 per cent.

To determine the average mileage the auto owner in a pleasure trip in the evening after the day's work is over, an investigation among 250 owners in a midwestern city of about 300,000 population, resulted in an average of 35 miles, says W. L. Kiesel, secretary and treasurer of the Kiesel Motor Car company. Sixty-two per cent stated that they would make longer trips if roads permitted, 85 per cent stated they usually made their trips out into the country. From these figures it is easy to see that more good roads will increase the growing popularity of the automobile which will in turn help to build up communities, relieving congestion in the crowded cities, create a wider circulation of money, increase real values, lower transportation costs and introduce "America first" to more people.

Mr. A. T. O'Connor, secretary and treasurer of the Columbia Motors company, manufacturers of the Columbia Six, says that their record of drivability offers very convincing proof of the tangible value which has been resulting from the tremendous amount of good road propaganda. "Before the war," said Mr. O'Connor, "a drive-away was a rare thing even to close by adopted this method of delivering cars as an expedient during the war time freight congestion. Instead of discounting, however, when this congestion was relieved, our shipping department records show that at present a little over 60 per cent of our production is being driven away from the factory by dealers. We have carefully charted the growing popularity of the drive-away, and have proven that within a radius of from 400 to 600 miles it is much cheaper to ship cars by drive-away than by freight."

When America's great transcontinental transport train gets under way over the Lincoln highway, two Cadillac touring cars will be included in its vanguard. Never before has such an assembly of motor cars and trucks attempted to cross the continent. Bearing the Indian name "Navajo" and "Apache," the Cadillac cars call to mind those dark-skinned Americans who blazed our first trails and highways. This tour is expected to serve as an extended service or performance test of the seven standardized types of motorized army equipment, and will start from Washington with San Francisco as a destination. The great strides in motor manufacturing and transportation during the past few years were well demonstrated by the performance of the American automobile in France. The Cadillac cars which will participate in this epoch-making journey are of the same model as those chosen as the standard seven-passenger car for the army.

The Franklin Automobile company has just been awarded a government contract, recognition of its policy of re-employing without question all men and women who left their work with the company for war service. More than 800 returned service men have been given jobs since the signing of the armistice.

"We're not afraid of telling what

the Apperson can do—and we're not afraid of proving it," said Edgar Apperson, general manager of the Apperson Bros. Automobile company, in discussing the car situation at the Indiana state trap shoot in South Bend this week. "There has been a tendency on the part of salesmen for certain cars to tell people what beautiful lines a car had—and quit. Beyond that they had little or no argument and no sound selling logic. The Apperson was different. A bulletin from T. E. Jarrard, our vice-president, re-emphasizes the idea of selling the Apperson on facts. Mr. Jarrard says, 'Sell the Apperson on its acceleration in high of one to 40 miles in 20 seconds. Tell about the Apperson emergency stop from 40 miles an hour to a standstill in 4 seconds—40 yards. Show them how the Apperson—a 120-inch wheelbase car—will turn a complete circle in 38.1 feet.'"

A summer shower occasionally makes it necessary for the driver of a truck equipped with solid tires to use some emergency device to prevent the skidding and slipping of the wheels. At such a time the tire chains are usually in the garage and some makeshift has to be provided. The United States Tire company suggests that in such an emergency a rope wrapped around the tire at intervals will give the traction necessary and will do even less injury to the tire than chains. The ropes should be revolved through the spokes and tied securely. It will wear long enough to meet the requirements. Many owners of trucks use ropes even in the winter instead of chains, because the ropes are less damaging to the tires. The ropes are much less costly and there is a considerable expense item, but the owners figure that the damage to tires is so much less than with steel chains that the cost of the ropes pays for itself.

"At last I've got my day in court," said a Michelin tire as it came over the adjuster's counter. "My trouble has been so different from the run of tire trials that I'm really glad that I have been allowed to tell my story. I am tired and tortured. My story may keep other tires out of trouble. The Michelin tire men who could tell by a glance what ailed the tires that were presented to him for adjustment shook his head and said: 'Here is a soft story. I see a creeping rim has ruined you. Go ahead and tell me just how it happened. Oh, it was not just a creeping rim that got me,' replied the tire quickly. 'I am the victim of a bent, loose and rusty rim too. I have had also several wallows from a hammer with which my owner was trying to pound the rim. Every time he missed the rim he gave my side-wall an awful blow and weakened it badly. The bend in the rim caused a bad break just above the tread. Then my owner was forever going around with a loose rim. When one of the wedges became loose the rim began to wobble and gradually the other wedges became loose. Finally, the whole strain came on my valve and it pulled off. Even when one or two occasions my owner tried to tighten up things, he got the wedges in unevenly and the result was a wobbly life for me. Finally, rust on the rim corroded me and the inner tube. Now, what do you think of that? Do you wonder that I am here? My owner needs one of your instruction books right away. It don't help me any but it will give some other tire a fair chance.' If the owner of this unfortunate tire had possessed a copy of Michelin's tire users' handbook, would have known better how to preserve his property. All Michelin's dealers furnish copies of this handbook free to motorists on request."

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